

Amendments to the Specification:

Please replace the paragraph beginning at page 45, line 1 with the following rewritten paragraph:

ABSTRACT

A complete system for the purchasing of goods of information over a computer network is presented. Merchant computers on the network maintain databases of digital advertisements that are accessed by buyer computers. In response to user inquiries, buyer computers retrieve and display digital advertisements from merchant computers. The buyer computers include a means for a user to purchase the product described by a digital advertisement.